

Ensuring the competitiveness of the regional enterprises in the sphere of production as the basis of stable and balanced development of the meso level of socio-economic system

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Abstract

Globalization and internationalization of socio-economic processes, scientific and technological progress, mobility of labor and capital, Informatization of the society have led to profound changes in the economy. All this makes new demands to the management of organizations. The need to respond quickly to changing external and internal environment, adaptation to new market conditions, to generate new ideas and implement them in actual practice demanded from the leadership and managers of enterprises in mastering modern methods and tools of management. Their use is necessary, first of all, to ensure competitiveness and search of competitive advantages of organization. © IDOSI Publications, 2013.

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Keywords

Competitiveness, Effectiveness of enterprise industrial activity, The competitiveness of the regional enterprises, The socio-economic system